



Achieve Better Business Outcomes and Global Competitiveness Through Cloud Adoption

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70%

of CEOs
of large European organizations
will be incentivized to generate
at least 40% of their revenues
from digital by 2025



Source: IDC European Security Survey, 2021



Improve Security Posture and Security Value with Cloud Adoption

In one of IDC's 2021 custom cloud research surveys, European organizations cited “**better security**” as one of the top benefits that cloud brings to their organization and said improved security posture is one of the big value gains of moving to the cloud.



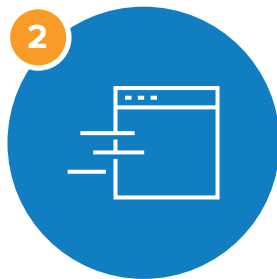
Source: IDC European Security Survey, 2021

Gain Cloud Efficiencies, for Your Organization and Your Customers

The top six benefits of migrating to the public cloud that organizations cited in IDC research are:



Higher
business and
IT productivity



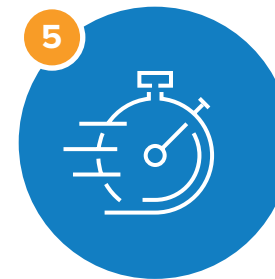
Faster
application and
digital services
deployment



Ability to deliver
better customer
experience/
retain customer
loyalty



Access to
cloud-based
ecosystem
innovation



Faster time to
market



Increased
revenues and
profit

Source: IDC European Security Survey, 2021

Encryption and Key Management Critical to Cloud Data Security

Encryption and key management is highly recommended by data protection regulators and considered fundamental to cloud data security best practice.

74%

of European respondents operate cloud encryption using keys generated and managed from the cloud provider's key management service.



Source: IDC European Security Survey, 2021